



Association for Consumer Research Board Motions, Policies, and Procedures

ACR Business

- 2021 Motion: A motion was made by June Cotte and seconded by Eileen Fischer to continue sponsoring the Ph.D. Project for \$10,000 annually until the ACR Board of Directors chooses to end/change the sponsorship. After a brief discussion, the motion was carried.
- 2020 Motion: On a motion made by Eileen Fischer, seconded by Maura Scott, it was resolved to create a non-voting Board position with the title of Diversity, Equity, and Inclusion champion for an undefined term. Motion carried.
- **Non-Discrimination Policy (2017)**. Motion: A motion was made seconded and passed to accept the ACR Non-Discrimination Policy Statement (Appendix 1.1).
- **Task force on ACR Board Nominations (2015)**. Motion: ACR will establish a task force to better define the process for seeking and evaluating nominations for the ACR Board. The Task Force should be comprised of the 2016 Nominating Committee and the ACR International Director. Motion passed with 9 in favor and 0 opposed.

Notes: ACR does not use standing committees as much as our other scholarly organizations. Perhaps creating more standing committees may provide a way to involve more members in the organization who can then be nominated for the Board. The process worked well last year in that there were many nominations from Board members, but there were a lot of disappointed people who did not make it to the ballot. Also, should self-nominations be treated differently since it shows a greater level of commitment? Can there be an automatic process by which Board nominations are invited to join a standing committee?

OUTCOME: The task force consisted of Amna (Chair); Meg Campbell, Page Moreau, Hope Schau, Simona Botti, Amitava Chattopadhyay. The majority of the task force did not see the need to change the current system (though agreeing the system was not ideal). Amitava presented a proposal to the Board at the 2016 meeting on an alternate mechanism.

- **Task force on ACR Officer Roles & Responsibilities (2015)**. Motion: Adopt all three recommendations of Rebecca Hamilton's Task Force on ACR officer roles and responsibilities. Specifically, this involves (a) continue to hire an ACR member as executive director, (b) hire a full time administrative person via a staffing agency, and (c) create a communication committee and membership committee whose chairs will serve as communication and membership managers, respectively. Motion passed with 7 in favor and 0 against.
- **FAILED MOTION (2016)**. Motion: A motion was made to give all Board Members free ACR membership. Failed – Board members will continue to pay for their membership.

Election Process

- 2020 Motion: A motion was made by Darren Dahl, seconded by Kristin Diehl, it was resolved to modify the Association's voting process to be consistent with the recommendations of the subcommittee. Motion carried.

- **Task force to further research and develop sound and effective election process (2019)** Motion: On a motion made by the Board, it was agreed to create a taskforce to further research this issue and develop sound and effective election processes. Kristin Diehl was appointed to lead the task force with Executive Director Rajiv Vaidyanathan and others (to be determined) serving as members. Motion carried.
- **Board Nomination Policy Change (2018)** Task: It was suggested that a wording change to the policy expecting Board members to nominate individuals:
 - Currently: each Board member to come up with 5 nominees for each position.
 - Change to: every board member should come up with 5 nominees total for the slate.
- **Board Nomination Policy Change (2014)** Motion: Each ACR Board member is required to put forward five names of people who can serve on the Board for the open positions each year along with the role(s) they think these people can serve.
 - a. Related Tasks:
 - i. Susan Fournier will edit “ACR ELECTION PROCESS” document to reflect this change. After the Board nominations, the committee will solicit nominations from the broader membership and convene to identify the top candidates per the usual process.
 - ii. The document should also reflect that individuals who came in second in past elections are allowed and encouraged to stand again.
 - iii. The election process document will be made publicly available on the ACR website.
 - iv. The call for nominations will clearly provide a link to the election process document.

Awards

- **New Sheth Foundation liaison (2018)** Task: Stacy Wood agreed to help find a new Sheth Foundation liaison as Prashant Malaviya finishes his 3-year term this year. It was suggested that the new liaison be charged with looking for additional opportunities to leverage Sheth Foundation funds to meet our mission.
- **Long-Term Contribution Award (2015)** Motion: ACR contribute \$5,000 towards the Long-Term Contribution to Consumer Research Award subject to the Sheth Foundation’s willingness to increase their contribution to \$5,000 (for a total award of \$10,000). Motion passed with 6 in Favor and 2 against.
- **New \$10,000 “Innovation” Award (2015)** Motion: ACR will establish a new \$10,000 award around “innovation” in some form subject to the Sheth Foundation providing primary funding for the award. Passed with 8 in favor and 1 abstention
- **Task force to examine ACR awards (2015)** Motion: ACR will establish a task force to examine all the ACR awards funded by the Sheth Foundation and develop a proposal for the funding of these awards into the future. Motion passed with 8 in favor and 1 abstention.
 - Notes: ACR should work with the Ph.D. Project more than we do. The Sheth Foundation would be supportive of these efforts. The Sheth Foundation task force could perhaps examine this too and see how we can work with the Ph.D. project. *[Rajiv’s Notes: At the conference, I also spoke with Jag Sheth who expressed a desire for ACR to do more with emerging markets. I told him of conversations we have been having with Naresh Malhotra (Emerging Markets Conference Board) who has sought and received ACR co-sponsorship for his conference (ACR has not invested anything financially there) and Jag liked the idea of partnering with them for providing more support to doctoral students in emerging markets. I suggest we initiate conversations with Naresh Malhotra to see if there is something we can do jointly (beyond the awards discussion) where ACR can provide some non-financial resources (seeking support from the Sheth Foundation) to help build the consumer research culture in emerging countries. Naresh has already expressed an interest in having a conversation to look for potential partnership*

opportunities. Sheth Foundation may also be willing to support our conference travel grant program if we specifically designate some of the funding for travel grants for students from emerging economies.]

- **Long-Term Contribution award restrictions (2014)** Motion: The Sheth Foundation will be approached about removing the current restriction that the award for Long Term Contribution in Consumer Research only go to an article published in the Journal of Consumer Research.
 - a. Related Tasks:
 - Rajiv will contact ACR liaison Robert Fisher about approaching the Sheth Foundation and requesting that the award remain the same in intent, but be open to articles published in any journal.
- **Establish Fellow Award sub-committee for selection process (2014)** Motion: Establish Fellow Awards sub-committee to address the selection process bias presented in the 2014 report of Sharon Shavitt, Jeff Inman, Angela Lee, and Linda Price. The subcommittee will re-examine criteria for fellow award and present revised guidelines and process for selecting the award.
- **Fellows Award to be an annual award (2014)** Motion: Make the Fellows award an annual award, with the committee convening annually to consider candidates and to be given to 1-3 people each year, unless the committee explicitly determines no one is qualified.
- **Task Force for Distinguished Service Award (2014)** Motion: Appoint a task force to create clear guidelines and process for the regular awarding of the Distinguished Service Award.
- **Distinguished Service Award every 5 years (2013)** Motion: A motion was made to establish a process and to award the Distinguished Service Award every 5 years starting in 2014. Motion was approved unanimously.
- 2011 Motion: The Franco Nicosia Award will be awarded to the best competitive paper accepted for presentation at the ACR North American conference whether submitted as a full paper or extended abstract. The Board was presented with this proposal via email on June 6, 2010 after we obtained an email quorum. The Board approved the motion with 7 YES votes and 0 NO votes.
- 2011 Motion: A person nominated for the ACR Early Career Award stays alive for three years' subject to the limit stated in the award. The motion passed unanimously.
- 2011 Motion: The ACR Early Career Award Committee will be expanded to five members. The motion passed unanimously.
- 2011 Motion: The ACR Early Career Award rules will be changed to require that all nominees require a nomination letter from someone not on the committee. The motion passed unanimously with one abstention

JACR

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- 2015 Motion: The JACR Policy Board will hold a meeting each year at the ACR conference. Motion passed with 6 in favor and 0 against.
- 2015 Motion: Establish a task force to examine the roles of the JACR Policy Board and Editor-in-Chief and clearly define the structure and governance of the JACR. Motion passed with 6 in favor and 0 against.
- [Notes: The group wanted the task force to look at a vast variety of issues relating to the operation of JACR within ACR's structure such as governance, composition of the policy board, term and appointment process of EIC, role and responsibilities of EIC and Policy Board in choice of thematic topics, role of the policy board in promoting JACR, etc. The task force should look at the JCR procedure

Frances Luce/Passed

- 2016 Motion: A motion was made to identify individuals from the survey to serve as membership/communications managers M/S/P: Meg Campbell/Mary Frances Luce/Passed
- 2014 Motion: Establish a task force to look at the roles, responsibilities, and reporting relationships for the Membership Manager, Communications Manager, and LISTSERV Manager. The Task Force will be chaired by Rebecca Hamilton.
 - a. Related Tasks:
 - i. Consider the option of bundling several responsibilities into a single position.
 - ii. Rajiv will contact Charlie Hofacker about how the AMA listserv is run and see if that process/software is an option for ACR-L.
 - iii. Conduct an email discussion with the Board on the possibility of having a young and interested scholar take on the responsibility of managing the Listserv.
- 2013 Motion: A motion was made and seconded to move forward with the project (New Membership Packet). It was approved unanimously.
 - Praveen presented a proposal to the board on a New Membership Packet.
 - Only members that are joining for the first time would get this.
 - This will include basic information about ACR, Certificate of Membership, CD's of the most recent Proceedings and Presidential Address, and a letter from Rajiv, all in a custom folder.
 - It was commented that the packet should include information about the ACR Facebook and Twitter. This will also be a great way to advertise through the New Membership Packet.
 - The cost of each packet is about \$2.00, with shipping in the US at \$1.72, Canada at \$2.85, and internationally at \$5.25. This will also provide a tangible benefit to the Members.
- 2011 Selection of ACR Communications Manager & Membership Manager. Based on interviews, the Board agreed to appoint Becky Gaylord as ACR's Communication Manager and Ekant Veer as Communications Coordinator. Becky was to be paid \$15,000 and Ekant was to receive complimentary registration and complimentary rooms for the ACR conference as well as an honorarium of \$2,000 to cover the cost of airfare to attend the conference.
 - 2011 Motion: Based on Board votes, Praveen Aggarwal was appointed Membership manager and be paid \$15,000 per year. The motions were presented to the Board via email in January and February 2011. Based on their responses, candidates were ranked. Finalists were interviewed and a recommendation was made to the Board, which was unanimously accepted.

ACR Conference

- 2017 Motion: A motion was made seconded and passed, to proceed with All Academic as ACR's new Conference Management System.
- 2015 Motion: Establish a task force to look at the options for a new conference management system software for possible introduction in 2017. Motion passed with 9 in favor and 0 opposed. Task Force: Kristin Diehl and Carolyn Yoon
- 2015 Motion: ACR's conference cycle will be revised to WEST-CENTRAL-EAST-INTERNATIONAL starting in 2020. Motion passed with 8 in favor and 1 opposed.
- 2015 Motion: To support a proposal for a Speaker Series Hub for a \$10,000 contribution from ACR. The motion failed with 0 in favor and 6 against.
- 2014 Motion: Pierre Chandon will chair a taskforce to examine the issue of providing conference travel/registration waiver grants for doctoral students attending ACR.
 - a. Related Tasks:

Pierre will consider student registration price, scholarships, travel grants, elements of a competitive application, defined volunteer tasks that should be expected in return, etc.

- 2014 Motion: Conference co-chairs will be formally responsible for updating the conference manual each year and presenting their changes to the Board on the year of the conference.

a. Related Tasks:

Rajiv will inform the conference chairs of this role and ensure it gets explicitly included in the manual.

- 2014 Motion: The conference budget template prepared by Stacy Wood will become the default template for the conference going forward. Conference chairs will retain some flexibility. Co-chairs will submit any requests that are significantly different from the budget template to the Treasurer and Executive Director who will present the items to the Board for approval if they determine it is necessary.
- 2014 Motion: Establish a task force to draft a statement on a conference presentation recording that will be communicated to all members in 2015. The task force will investigate a policy statement, communication of such statement to members, establish “norms of use,” and investigate options/limitations of recording all presentations and making them available online. The motion carried with 9 votes FOR and 1 abstention.
- 2012 Motion: A motion was made and seconded to increase the conference coordinator annual fee to \$22,000. The motion passed unanimously.
- 2012 Motion: A motion was made to keep the conference in October. The motion was made, seconded, and passed with 6 in favor and 2 against.
- 2012 Motion: A motion was made and seconded to approve the open an ACR controlled Vimeo account, passed unanimously.

International Conference

- 2019 Motion: Rajiv reported that the Board had discussed the proposals for the 2021 ACR Latin America conference earlier via email and had voted to approve the 2021 ACR Latin America conference proposal in Quito Ecuador.
- 2015 Motion: ACR sponsored international conferences should be required to use ACR’s conference registration system for their conferences unless doing so would pose a substantial burden, in which case, they can request the Board for the use of an independent system that ensures ACR membership status of attendees is verified. Motion passed with 9 in favor and 0 opposed.

Proceedings

- 2017 Email Motion: To approve the proposal to partner with Hyperthesis to develop and promote a way of visually accessing the content of the ACR Proceedings database at no cost to ACR.
- 2013 Motion: A motion was made for the excess proceedings to be shredded or disposed of in some other way, such as recycling if possible. Motion was approved unanimously.

TCR

- 2020 Motion: On a motion made by June Cotte and seconded by Eileen Fischer, it was resolved that ACR will allocate to TCR \$10,000 for 2021 and \$5,000 in 2022 as the final ongoing funding for TCR efforts. The motion passed.
- 2017 Motion: A motion was made seconded and passed (7 in favor; 1 against) to fund an ACR grant for TCR efforts focused on consumer wellbeing at a total of \$15,000 per year for two years subject to the TCR leadership obtaining matching funds.

- 2016 Motion: A motion was made to give TCR control of a TCR bank account with ACR oversight
M/S/P: Rajiv Vaidyanathan/ Zeynep Gürhan-Canli/Passed
- 2016 Motion: A motion was made to have TCR conferences listed in the ACR Conferences drop down menu on the ACR website M/S/P: Meg Campbell/ Frederic Brunel/Passed
- 2016 Motion: A motion was made to include a “TCR-related work” check-box on submissions to ACR conferences and designate such work as TCR-related in the conference program. M/S/P: Meg Campbell/Mary Frances Luce/Passed
- 2014 Motion: ACR approves a 3-year annual allocation to TCR exclusively for grant funding in the amount of \$10,000 subject to a matching amount from the Sheth Foundation and satisfactory annual reports.
- 2011 Providing \$5,000 in matching funds for 2012 TCR Grants The TCR Advisory Committee asked the ACR Board of Directors to consider transferring \$5,000 into the TCR grant account for use in the 2012 grant competition subject to receiving a matching amount from the Sheth Foundation.
 - 2011 Motion: The Board was presented with this proposal via email on April 19, 2011 and unanimously endorsed the allocation of the money subject to the Sheth Foundation providing matching funds. The Board approved the proposal with 8 YES votes and 0 NO votes.